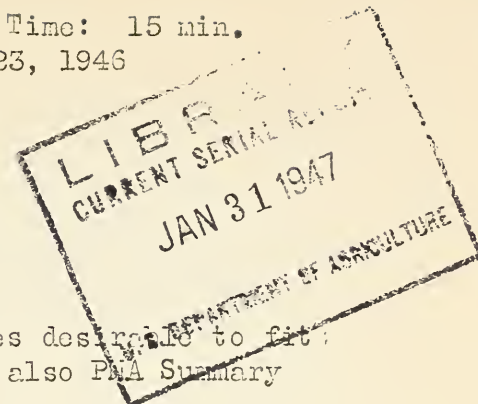


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U.S. DEPARTMENT OF AGRICULTURE
Production and Marketing Admin.
Information Service
821 Market Street, Room 609
San Francisco 3, California
Western Area

Approx. Time: 15 min.
October 23, 1946



YOUR FAMILY'S FOOD
(Weekly Script No. 133)

(Time all scripts in advance. Suggest you make any changes desirable to fit script to local picture. News releases from this office, also PMA Summary are good sources of additional material.)

SUBJECTS: OUTLOOK CONFERENCE
WAR FOOD ORDER TERMINATIONS

PARTICIPANTS: Announcer
PMA

BANGING OF GAVEL

ANNOUNCER: Your Family's Food! This is YOUR program, brought to you by the United States Department of Agriculture... YOUR program to keep you up to date on the many factors that influence YOUR food supply. The man who has the answers to your questions...and mine...is your Production and Marketing Administration representative, Mr. _____. And now, _____ what have you lined up for our discussion today?

PMA: Suppose we talk briefly about the recent Agricultural Outlook conference which was held in Washington...and then run over the newest list of War Food Order cancellations.

ANNOUNCER: Sounds o.k. to me, _____; this Outlook Conference, now... that's a yearly affair, isn't it?

PMA: Yes, and the one held this October was the 24th. A new attendance record was established during the week-long meeting. Agriculture Extension Service representatives were there from each of the 48 states--and from Puerto Rico. The Production and Marketing Administration also made a 100 percent attendance mark with each state having its Director and ranking State committeeman present for the first time at such a conference.

1. The first part of the report is a general statement of the purpose of the study.

2. The second part is a description of the methods used in the study.

3. The third part is a description of the results of the study.

4. The fourth part is a discussion of the results of the study.

5. The fifth part is a conclusion of the study.

6. The sixth part is a list of references.

7. The seventh part is a list of appendices.

8. The eighth part is a list of figures.

9. The ninth part is a list of tables.

10. The tenth part is a list of footnotes.

11. The eleventh part is a list of acknowledgments.

12. The twelfth part is a list of abbreviations.

13. The thirteenth part is a list of symbols.

14. The fourteenth part is a list of units.

15. The fifteenth part is a list of definitions.

16. The sixteenth part is a list of terms.

17. The seventeenth part is a list of abbreviations.

18. The eighteenth part is a list of symbols.

19. The nineteenth part is a list of units.

20. The twentieth part is a list of definitions.

21. The twenty-first part is a list of terms.

22. The twenty-second part is a list of abbreviations.

23. The twenty-third part is a list of symbols.

24. The twenty-fourth part is a list of units.

25. The twenty-fifth part is a list of definitions.

26. The twenty-sixth part is a list of terms.

27. The twenty-seventh part is a list of abbreviations.

28. The twenty-eighth part is a list of symbols.

29. The twenty-ninth part is a list of units.

30. The thirtieth part is a list of definitions.

ANNOUNCER: So everything isn't as rosy as it might be.

PMA: No, critical shortages may develop again in a number of European countries during the last few months before the 1947 crops will become available.

ANNOUNCER: How about other countries--India, for example.

PMA: India's food situation is reported to have reached its most critical point now. Unless new and serious crop failures occur, conditions are expected to improve by 1947. But from a world-wide point of view, the winter crops of the southern hemisphere will prove to be important, because, if they are good, they will help to supply the deficit areas of Europe and Asia with needed grains.

ANNOUNCER: It seems to me that if food production is not yet normal in a good part of the world, a lot of people still must be underfed.

PMA: Quite true. The conference talk on the international food situation brought out the fact that nutritional levels in most countries are below pre-war levels--and are far below those to be desired.

ANNOUNCER: Even so, UNRRA's activities are to be terminated, aren't they?

PMA: Except for a temporary continuation of relief shipments to the Far East, UNRRA will finish its work by the end of this year. In addition, there will be no more lend-lease shipments next year--thus total relief supplies sent abroad in 1947 probably will be substantially below this year's--even though the United States finds it necessary to make direct relief shipments to countries in severe distress.

ANNOUNCER: How will agricultural exports be financed, then?

PMA: That process would be too involved to explain now--but the conclusion was drawn at the conference that foreign countries will begin to finance their own purchases from the United States.

ANNOUNCER: Well, I guess we can get a general idea of the world food picture from that summary....now what was the view of our own national economy as seen at the Outlook conference?

PMA: Generally speaking, the prospects are that production of most items will catch up with demand during 1947. However, there are some exceptions, of course, notably automobiles and housing.

ANNOUNCER: In that case, then, the prices consumers have to pay probably will drop, won't they?

PMA: That is the predicted trend--and the consequent shift away from the sellers' market will require adjustments--and will likely result in decreased income payments in late 1947. But even at those expected lower levels, business activity and national income will be far above prewar.

ANNOUNCER: How does this projected picture of the national economy affect agricultural markets?

PMA: Markets for most farm commodities will remain good, but will be affected in the latter part of 1947 by the adjustments taking place in business as a whole. The decrease in demand which is expected about then will lead to lower prices for most commodities.

ANNOUNCER: Will we have lower prices on those commodities now in the scarce category--like meat?

PMA: Well, no definite forecast can be made--even by the experts--but the view presented at the Outlook conference was that meat, dairy products and poultry are likely to be affected less by price declines than grains, vegetables, fruits and minor field crops.

ANNOUNCER: If the prices of farm commodities decline generally, wouldn't this have some effect on rural family living?

PMA: Not necessarily. The outlook for 1947 is for large spending by families in rural areas. This is due to the high incomes received for agricultural produce this year, accumulated funds, and relative freedom from debt.

ANNOUNCER: If that is true, rural families will be able to afford more and better food and consequently raise their nutritional standards.

PMA: That's right...and as set forth at the Outlook conference, the prospects for better national nutrition are very good. The Department of Agriculture already is fostering a number of programs designed to improve dietary standards -- and some tentative proposals to establish a minimum level of food consumption for low income groups were brought to the attention of the group.

ANNOUNCER: These Outlook conference discussions, as you've summarized them, are mainly broad outlines of the situation we can expect in 1947. Did the conference take up any agricultural questions in more detail, _____?

PMA: Yes, indeed. Following the overall program of talks, the conference held discussions on specific commodities. In these sessions, the speakers charted domestic and foreign demand prospects for each commodity as well as 1947 goals and price supports. Various factors were brought out which will affect our production goals during the coming year.

ANNOUNCER: Such as....?

PMA: Well, for instance, the fact that domestic demand and foreign shipments likely will continue strong--at least into next year.

ANNOUNCER: That ought to mean a large food production goal.

PMA: Right. After the close of the Outlook conference, the chief of the Production and Marketing Administration, Robert H. Shields, declared in a radio talk that "we expect the production goals for most crops in 1947 to be as large as this year's acreage...if not larger." Mister Shields pointed out that the wheat goal--which was announced some weeks before fall seeding--calls for as much wheat as we raised this year. But he also brought out that there would be reductions in certain other commodities.

ANNOUNCER: Seems to me that foreign and domestic demands for agricultural products would be the most important factor in setting goals.

PMA: But it's not the only factor. Another year of high food production poses the problem of land use and soil conservation.

ANNOUNCER: You mean the production goals set are higher than we ought to have?

PMA: Not from the standpoint of need--but they are larger than desirable from the standpoint of long-range soil management. And another factor to be considered is that feed and livestock goals must balance with other production levels. Then it must be kept in mind that all price controls are slated to end next June. And a fifth factor bearing on production goals is the specific price support provided by law for certain commodities.

ANNOUNCER: Which commodities are these _____?

PMA: Basic commodities--and those coming under the Steagall amendment.

ANNCR: Doesn't the Steagall amendment apply to crops in which the government requested high production during the war?

PMA: Yes, and the amendment specifies that these commodities must be supported at a minimum of 90 percent of parity for two years after the war formally has been declared ended.

ANNCR: And no such declaration has yet been made....so....

PMA: This means that the designated commodities will carry price support or other government assurances at least to January 1, 1949, but meanwhile, steps are being taken to tie price support to production goals.

ANNOUNCER: I had no idea that the setting of production goals involved so much. I just thought that the old law of supply and demand took care of things.

PMA: Well, it is basic--but it doesn't mean you can ignore other factors involved.

ANNOUNCER: Have 1947 production goals been set for any crops yet?

PMA: Goals have been suggested for wheat, rye, field peas, winter cover crop seeds, sugar beets and sugar cane, flaxseed, potatoes, hens and pullets on farms, and the spring pig crop. These goals will become final after state suggestions for revision and the latest outlook for demand and supply have been considered. Other crop and livestock goals probably will be announced within the next few weeks.

ANNOUNCER: From what you've told us _____, I guess we'll set our sights again for another year of bumper crops. Now what about these War Food Order cancellations you mentioned earlier?

PMA: They fit into the whole picture, too, or at any rate are to be considered in our agricultural outlook.

ANNOUNCER: How's that?

PMA: Because our emergency war food orders have had the effect of controlling or directing particularly the distribution and use of food products. Now that the gravest food emergency period has passed, more and more of these controls can be relaxed--which is bound to have some influence on the way our agricultural economy runs.

ANNOUNCER: I can see where that may well be true---but can you give us a specific example?

PMA: I think so. One of the food orders just cancelled set up controls over the purchases and use of corn and other feed grains. These controls were contained in War Food Order 145 which was instituted last April to conserve supplies of grain to meet domestic and export requirements--and also to obtain a more equitable distribution of supplies here in this country.

ANNOUNCER: This order went into effect at the height of the famine crisis--when great efforts were being made to get grain shipments overseas.

PMA: Right. And now, as a result of our extra large corn and wheat crops, it is estimated that supplies of feed grains are sufficient to permit their unrestricted use by the industries affected by War Food Order 145.

ANNOUNCER: Good. What other cancellations have been made recently?

PMA: Some very important ones--dealing with fats and oils. The Department announced a few days ago that war food orders controlling fats and oils have been lifted.

ANNOUNCER: That IS an important move. It applies to both edible and inedible oils?

PMA: Yes.

ANNOUNCER: Well, tell me this. I know that price ceilings on edible oils have been off for some time. Are price ceilings now lifted from inedible oils, too?

PMA: No. But after consultation with the industry advisory committees, the Department has decided that the interrelationship of all fats and oil products made it impracticable to continue the War Food Orders restricting the uses to which fats and oils could be put. With two exceptions.

ANNOUNCER: What are they?

PMA: One of the two orders still in effect regulates the sale and use of peanuts from the 1945 crop. The other order controls the imports of fats and oils. Exports will also continue to be regulated.

ANNCR: Well, now that we have the latest on the fat and oil situation, are there any other new food order cancellations?

PIA: A new termination order went out lifting all restrictions on the distribution and use of protein meal and soybeans. In addition, all protein meal set-asides were eliminated.

ANNCR: I suppose protein meal is used extensively in livestock feeding?

PIA: Yes, it is.....the War Food Order regulating this product was reinstituted last January in order to obtain better distribution and to prevent shortages in important livestock feeding areas. The cancellation of the Order was made in accordance with the Department of Agriculture's program to discontinue controls on agricultural products at the earliest possible date.

ANNCR: Does that just about wind up the latest War Food Order terminations _____?

PIA: That's about it.

ANNOUNCER: And that brings us to the end of today's discussion. Our thanks to you, _____, for some of the answers to questions in the minds of the Great American Family. Friends, that was your Production and Marketing Administration representative, _____. YOUR FAMILY'S FOOD will be presented again next week at this same time. This broadcast, a public service feature over station _____, is presented for farm and city listeners in _____. Your announcer has been _____.

